

ADME QUICKNOTES

- **Plan ahead!**
- **ADMC® and DMCP® enrollment dates**
- **Spotlight on outstanding ADME Volunteer**
- **Congratulations to Destination Nashville for Supplier of the Year by MPI Tennessee Chapter**

Plan ahead!

Mark your calendar now for the ADME Annual Conference at the Westin Buckhead Hotel in Atlanta Georgia. The dates are 18 – 20 February. Now's the time to set goals for your staff members to earn their way to this important meeting – the only meeting specifically designed for destination management professionals. This year's focus on is getting your company in the best position possible to take advantage of the improving economy – with speakers knowledgeable about the DMC profession. More to come – but note these dates on your calendar now!

ADMC® and DMCP®

Important deadlines! The next application deadline for the Accredited DMC program is **31 August**. Go to <http://adme.org/documents/ADMCEnrollmentForm.pdf> to get the enrollment form. Once the ADME office receives this, you'll be sent the full application to complete and submit by 31 August.

Looking ahead, the next enrollment deadline for the DMCP® exam on 18 February 2010 is **30 November**. But, you don't have to wait until then... go to <http://adme.org/documents/I-DMCPEnrollmentForm.pdf> to get this enrollment form. Once the ADME office receives this, you'll be sent the full application to complete and submit by 14 December.

ADME Spotlight on Membership Committee Member, Zack Strober, DMCP®

ADME benefits from the incredible efforts of our committee members and we'd like everybody to know more about them. Zack Strober, DMCP®, is Sales Manager with The Arrangers DMC. He started in the DMC profession in 1999. He first worked for a hotel after graduating from college and then became a program manager with the Bureau of Education and Research. His job was to travel six days a week to facilitate one day educational seminars and get speakers in each city.

Zack most enjoys collaborating with suppliers to fulfill the clients' needs and clients who appreciate his efforts. His #1 professional all star moment was also the best event he's ever attended: *In 2004 I was an Operations Manager in San Francisco and I was responsible for a 2,500 guest buyout of Ghirardelli Square. This was by far the largest event I had ever been part of. It involved buying out more than ten restaurants and twenty shops for the night, changing the direction of traffic on one street, closing down another street, rerouting the city bus line, and implementing a temporary wheelchair shuttle for the neighboring senior center, plus catering and entertainment throughout the Square. It took a year to plan and three hours to be over, but it was an incredible night.*

His professional words of advice are: *Above all else act ethically. There are often opportunities to make more money on a program, but if you are always professional and ethical you are going to be successful.*

Destination Nashville honored by Tennessee MPI Chapter

Congratulations to Robyn McCamy, associate director of sales, Destination Nashville for winning the Circle of Excellence Award from the Middle Tennessee MPI Chapter.

Send us your company kudos so we can share with others!

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